

AUTOMOTIVE SECTION

W. A. T. A. HEADS WHO PUT PARADE OVER

AUTOMOTIVE SECTION

PUBLIC REALIZES GOOD ROADS VALUE

"Public conception of good roads has undergone a radical change in the last two years," says Mr. Pardoe, of the General Auto Truck Company, local distributor of the made-in-Chicago Master trucks.

"Prior to the entry of the United States into the war, the nonmotorist public, more often than not, thought good roads were advocated chiefly for the use and benefit of those who owned automobiles. There was an inclination generally to look upon such movements as class legislation, for people did not believe in lending their financial and moral support to good roads laws which provided for something in which they could see no direct advantage to themselves.

"Today this conception has changed, and the change has been brought about through universal recognition of the motor truck's value as a means of transportation, demonstrated under the stress of war. War merely hastened what leaders of the industry had seen for years; it furnished the conditions which enabled the truck to establish itself as a factor in the economic life of the country.

**Motor Trucks Essential.**  
"Nonmotorist citizens no longer look upon good roads as speedways for what they once were pleased to term the 'motoring aristocracy.' Instead they have come to a complete realization that motor trucks are essential as factors in transportation and that good roads are necessary to their efficient operation. Their vision has broadened; they see the advantages and benefits which accrue from a combination of these factors—benefits which have a direct bearing upon the economic conditions of the community in which they live.

"Trucks virtually bring the farm to the table of the consumer, with a consequent decrease in the prices of food, and, further, those with a keener sense of the future see the ever-expanding range of possibilities of the truck and its ally—good roads—throughout the industrial and commercial world.

"In the past we were prone to build roads for the present only; in the future and present we will build for the future as well as the present. We have come to the realization that building roads of lasting materials, of laying the most durable foundation—foundations which will last for years and require minimum attention—really pays.

**Built to Meet Requirements.**  
"Roads of the future will not only be built to meet the requirements which necessarily will be made upon them, but they will be maintained, or should be, in the same systematic manner that a railroad maintains its right of way. Such methods are common to European nations, or were before the war. In England and France road patrols are universal. One man has charge of a certain



A. B. CUMNER, Chairman Motor Transportation Parade.

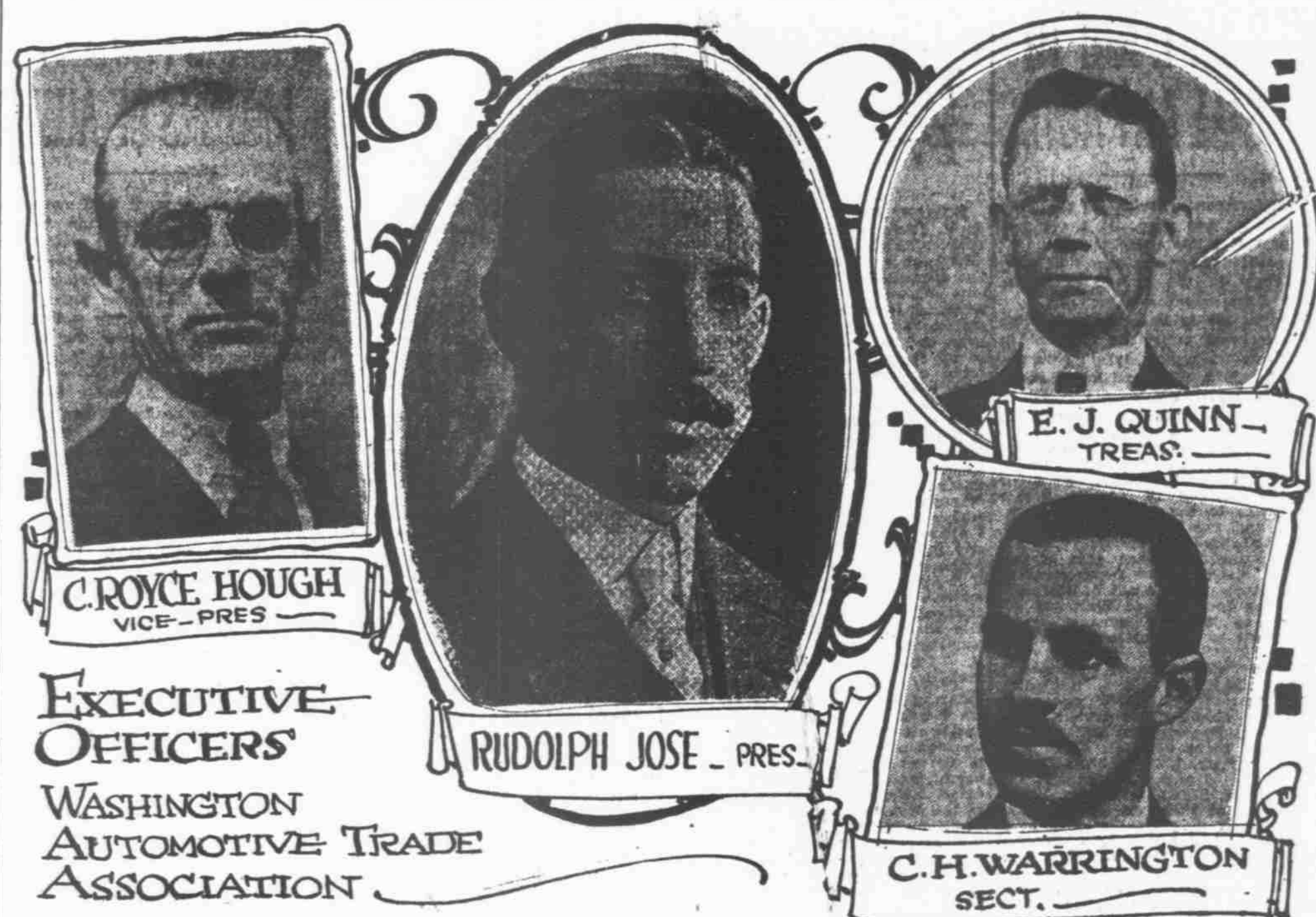
number of miles. At the sides of the road, at regular intervals, are small piles of material for making immediate repairs when the need shall come. If a hole comes, it is quickly repaired while small, and thus the roads are always first class.

"Railroads utilize their own equipment for repairing and constructing purposes, and hence it follows naturally that the truck will be utilized in good roads building and upkeep. Road maintenance crews, with their truck equipment, will be as familiar a sight from now on along the highways as are those who have been accustomed to seeing constantly at work along the railroad right of way."

ALL TRUCKS NEED CONSTANT CARE

Motor trucks need regular attention. While on a higher plane than railroad engines in design, construction and material used, trucks are given much harder tasks to perform than the engine on the rails and require an equal amount of attention. The railway locomotive travels hardly more than 150 miles, and then goes into the roundhouse to be looked over thoroughly, while careless drivers will pound the motor truck through many hundreds of miles without a thought of the necessity of an inspection to see that the working parts are in good order, nuts tightened throughout, and the vehicle ready for more hard work.

"Drivers of motor trucks are too often not engineers," said William Fulton Melhuish, president of the Fulton Motor Truck Company. "An engineer on the railroad placed in charge of a motor truck would never abuse his truck, as do drivers ordinarily secured to handle them. The railroad engineer has been brought up differently, and has been taught by



EXECUTIVE OFFICERS WASHINGTON AUTOMOTIVE TRADE ASSOCIATION

rules of the railroad to look after his engine. The truck driver has been 'taught' to drive a truck, and, as long as the vehicle continues to operate under hard work, is disposed to go right along until it almost falls to pieces.

"This situation has long been known to the manufacturers of trucks and to their distributors, and means to end the trouble are being taken profitably by many of our large distributors and by all of our branch houses.

"Bi-monthly inspection is advocated and enforced with many of them. Reports to the truck owner are made. The driver is asked to come into the service station at certain hours on stipulated days. He is asked through his employer, who gives him his orders, to have his truck in excellent condition. Our check enabled us to trace such instances and another notice was sent.

"In one instance the driver finally made his appearance, and when the report sheet had been filled out showing clearly the necessity of the overhauling, although his truck was running all right, as he said, that driver was informed that the report would be sent to his employer. He protested that he would lose his job, and then it was agreed that the report would be held back two weeks and that, should his truck show better condition on the next examination, a more favorable report would be submitted, and the old one torn up. That man holds his position today."

where his activities as branch manager and western sales manager had made him the best known tire man in the whole Middle West.

During his year's residence in New York, Mr. Shugart has greatly enlarged his acquaintance in the East and has made a firm place for himself in the esteem of members of the automobile group.

One particularly interesting feature of Mr. Shugart's promotion to be head of the company's sales force is its clear-cut exemplification of this company's policy to develop its own men to fill vacancies in its high places from the ranks of its own workers. Mr. Shugart as a youth worked for a time in a bank and then donned the overalls and began to learn the tire business in the organization of Morgan & Wright. This was at a time when the bicycle was in the height of its popularity. He quickly displayed executive ability and, after filling minor positions for the company in Minneapolis and Baltimore, became New York branch manager. Thirteen years ago he went to Chicago as branch manager. After Morgan & Wright's amalgamation with the United States Tire Company, he continued to advance, finally becoming Western sales manager. His early entry into the tire business and his long stay in the Middle West made his name and face familiar on every automobile row from Pittsburgh to the Rockies.

FRENCH MANUFACTURER TO MAKE CHEAP CARS

Automobile France is still perturbed over the activities of Andre Citroen, the automobile manufacturer, who, following the war, announced the turning over of his enormous munitions factory in Paris to the manufacture of a cheap car, of which he prepared to produce 100 per day.

The Citroen car is the nearest approach of any French manufacturer to a Ford, but the Citroen does not quite measure up to Ford's capacity. It is a satisfactory light car for two passengers, but general sentiment is that it is not suitable as a four-seater car.

There is no denying the fact that Citroen has had a very marked influence on the automobile industry in France. One example is that of advertising. When Citroen came out with his large advertising program he got away from the old French view of advertising. This advertising made a strong appeal and Citroen has been able to get in heavy deposits at the rate of 1,000 francs or \$250 per car. This is a particularly heavy deposit, when the reported profit that a dealer makes from the sale of a car is 600 francs or \$130.—Automotive Industries.

SHUGART TO HEAD U. S. TIRE SALES

Among the most important of recent announcements is that just made by the United States Tire Company of the appointment of George S. Shugart to be general sales manager, succeeding J. C. Weston, whose resignation becomes effective July 1. The appointment of Mr. Shugart to this important post comes after twenty-three years of service in the company's ranks and almost on the anniversary of the date when he first entered the company's employ. A year ago he became general branch sales manager for the company with headquarters at 1700 Broadway, New York, after twelve years in Chicago.

CITY HAULAGE IS IMPORTANT TOPIC

"After reading the widespread discussions about rural haulage problems in the daily press recently, it occurs to me that there is a tendency to overlook a development of at least equal importance represented in the city transportation of merchandise," says S. Deutsch, vice president and general manager of the Signal Motor Truck Company, of Detroit.

"Only recently I returned from a trip to the larger cities of the country and I was strongly impressed by the momentous growth in motor truck haulage in these cities."

"As anyone knows, the grouping together of millions of people within a restricted area creates a tremendous problem in the supplying and distribution of foodstuffs, clothing, furniture, fuel and all the necessities of life. Their transportation to these cities via the railway lines is easily understood. But there are no private railways to each warehouse and wholesaler and retailer and consumer. So after merchandise reaches the freight terminals, the real problem begins."

"It is hard for me to understand how all this merchandise was ever moved in the day of the horse-drawn delivery system. I have seen truck delivery, complete with capacity and moving at three times the speed of teams, moving goods to and from the railway lines. And it is plainly to be seen that there has been an enormous increase in traffic of this kind, and that such an increase has been due solely to the better method of hauling materials by shipper and receiver, which became a reality with the introduction of the motor truck."

"During my observation I found that ten after ten of incoming foodstuffs were being moved every day to a wholesaler's warehouse, and then distributed to retailers by three trucks alone."

S. Deutsch, vice president and general manager of the Signal Motor Truck Company, in speaking on "Efficient Transportation," recently said:

"Every factory has its time study department, and a great deal of careful consideration is given every operation throughout the whole process of production."

"These experts devote their efforts to the cutting off of a few seconds here and a few seconds there on different operations, and even the rearrangement of a pile of raw material may add greatly to the efficiency of a department."

"I am wondering when the heads of some concerns are going to put their time study experts on the trail of shipping and transportation departments. Think of the wasted time and effort incurred in loading cars for short hauls, unloading the cars, loading trucks, and then unloading them, and paying for cartage besides."

"Look at the time and money that could be saved by loading onto a motor truck in the first place and delivering direct to destination."

"The time is not far distant when a very large percentage of short-distance freight will be handled by motor transport for the simple reason that it is cheaper, more logical, and quicker. Waste effort is the least which sinks many a good ship of business."

"Already fleets of Signal trucks are being operated as commercial motor transports, and in a very short time, I believe, we shall see congested traffic conditions relieved by this means."

"We have anticipated this situation and have designed our Signal trucks especially to meet the requirements of constant heavy duty under all conditions."



SYDNEY FORST, Chairman Publicity Committee Motor Transportation Parade.

UNIFORM TRAFFIC RULES ARE URGED

The United States Council of National Defense, through its Highways Transport Committee, is inaugurating a nation-wide campaign to bring about the adoption so far as possible of suggested uniform traffic regulations and directions, that the alarming number of accidents occurring daily on the highways be decreased.

It is the belief of the Highways Transport Committee that through this movement life and limb may be conserved and economic results of an impressive character attained. The courts have estimated the value of a life at \$10,000. In Washington, as an instance, the death toll as last officially announced was at the rate of eighty-two per year.

The need, therefore, for uniformity throughout the country in such regulations and directions to the end that the number of accidents, resulting primarily from the increasing number of power-driven vehicles on the highways, may be decreased, would seem to be apparent.

These suggested regulations and directions represent the Council of National Defense believe, the best and most disinterested thought on the subject of highway accidents, and their cause and remedies, possible to be had.

Prepared originally by William P. Eno, a world authority on police traffic, these regulations and directions have since been submitted for constructive criticisms to secretaries of state, State highway commissioners, and engineers, judges, and lawyers, publicists who have given close study to this question, traffic authorities in some of the larger cities, the American Automobile Association, the National Automobile Chamber of Commerce, the Highway Industries Association, the National Highway Traffic Association, and scores of individuals competent to pass upon this question.

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LOCK YOUR SPARE TIRES

LOCK YOUR SPARE TIRES

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LOCK YOUR SPARE TIRES LOCK YOUR CAR

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Chilled Rubber Process makes them A Bear for Wear

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Commercial Tire Co., 1825 14th st. n.w.  
W. Z. Cline, 2212 E. st. n.w.  
De Maine & Co., 2218 M st. n.w.  
Federal Repair Shop, 1000 10th st. n.w.  
Geo. R. Gill, 642 Pa. ave. n.w.  
St. Auto Supply Co., 1217 H st. n.w.  
New Bros., 1115 11th st. n.w.  
Liberty Auto Supply Co., 2214 14th st. n.w.  
Touhy Brothers, 2212 M st. n.w.  
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From hot city streets, to cool country roads, is a matter of no importance to the family who owns a Gorson Used Car. Secure your car now. Our stock is complete and prices very moderate.  
**LARGEST USED CAR DEALERS. CONVENIENT TERMS.**  
1918 STUTZ Roadster, equal to new; wire wheels, cord tires and extras; at a snap.  
1918 HUDSON Speedster, 4-pass.; very classy; a number of extras; splendid condition.  
1918-1917 CHANDLER Touring Cars, sport models, sedans, and coupes, in top condition, fully equipped.  
1918 HAYNES SIX Touring, equal to new, run 2100 miles; splendid hill climber.  
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1918 DODGE Sedan, like new; wire wheels, extra wheel and tire; splendid mechanical condition.  
1918 FRANKLIN Sedan, like new; equipped with all covers, bumper, spare tire, and extras.  
1918 SCRIPPS-BOOTH SIX Touring, 4-pass., run 1500 miles; should be seen to be a bargain.  
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1918 BIDDLE 4-pass. Touring; real snappy; wire wheels and extras; a bargain.  
1918-17 CADILLAC Touring cars; coupes and limousines; large variety; complete equipment.  
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1918-17 FAIRBANKS Roadsters, Touring Cars and Sedans; large selection; every car fully equipped, including extras.  
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1918 FORD Coupe; electric starter; lights, demountable rims; a snap.

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